

Training Guide



Marketing Made Easy

Quickstart Guide to Skyrocket Your Offline
and Online Business with YouTube





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Table of Content

<u>Introduction</u>	4
<u>Chapter I: The History of YouTube</u>	6
<u>Chapter II: Why YouTube?</u>	9
<u>Chapter III: The 7 Steps to YouTube Marketing Success</u>	12
<u>Step 1: Pick your Topic... Identify your target market...</u>	13
<u>Step 2: Create your YouTube Account... approaching your business...</u>	15
<u>Step 3: Setting up your Channel... engaging the visitor...</u>	18
<u>Step 4: Pick a relevant keyword... the right one...</u>	28
<u>Step 5: Create your Video... setting up your YTMMM...</u>	40
<u>Step 6: Optimize your Video... for mass traffic...</u>	42
<u>Step 7: Rank your Video... quickly, easily and safely...</u>	44
<u>Conclusion</u>	47
<u>Additional Resources</u>	48



Introduction:



Welcome to the latest and most effective **YouTube Training Guide** designed to guide you through the process of easily and effectively positioning your offline or online business over the hottest video site ever. We are

excited to have you here and we know this will be very helpful for you.

This complete and high-quality training guide will surely help you to learn everything there is to know in order to easily and effectively **position your online or offline business over the hottest Video Sharing site in the shortest time possible**, as well as how to leverage this amazing and extremely powerful source of high quality traffic to generate great profits online.

You will be able to **quickly and safely grow a huge army of potential clients or customers 100% targeted to your business**. YouTube has the amazing ability to collect as many subscribers as you want inside of what is called a Channel, and this is just an amazing thing that can bring you great results.

You will be able to **productively interact with your new and existing clients or customers in order to scale your business to a whole new level of success**. On



YouTube you will be even be able to send private messages to all of your subscribers or to any other person and contact them at any time.

Finally you will able to know the exact same **Video Top Ranking Proven Formula** we use, which is responsible for ranking our videos at the top of the Google search engine results and get the ability to send a ton of high quality traffic to your website.

YouTube is a fantastic platform with which you can reach all of your business plans. This high-quality training guide contains everything you need to know about YouTube to help you achieve your goals.

7 Simple Steps are more than enough

7 very easy to follow steps are more than enough for you to get the most out of YouTube.

- You don't have to worry about wasting your time.
- You don't have to worry about ineffective strategies.
- You don't have to worry about wasting your money on other training.

The only thing you have to be worry about is reading every single word of this guide and applying it.

Millions of dollars have been invested in YouTube since it started in order to give outstanding benefits to you and your business. YouTube has many powerful tools you can use to give your business a whole new level of interaction with your potential customers or clients. This course will show you the best ones.

This excellent course will take you by the hand and show you step-by-step, topic by topic and tool by tool what you really need to know in order to position your



business on YouTube in the easiest way possible, using the most effective tools and in the shortest time ever.

To Your Success,

Your Name

Chapter I: The History of YouTube

YouTube is a video-sharing website, created by three former PayPal employees (Chad Hurley, Steve Chen, and Jawed Karim) in February 2005 and owned by Google since late 2006, on which users can upload, view and share videos.

Hurley had studied design at Indiana University of Pennsylvania, while Chen and Karim studied computer science together at the University of Illinois at Urbana-Champaign.

The company is based in San Bruno, California, and uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging, short original videos, and educational videos.

Most of the content on YouTube has been uploaded by individuals, although media corporations including CBS, the BBC, Vevo, Hulu, and other organizations offer some of their material via the site, as part of the YouTube partnership program.



Unregistered users can watch videos, while registered users can upload an unlimited number of videos. Videos considered to contain potentially offensive content are available only to registered users who are at least 18 years old.

YouTube, LLC was bought by Google for US \$1.65 billion in November 2006 and now operates as a Google subsidiary.

Important YouTube Events:

- YouTube began as a venture-funded technology startup, primarily from an \$11.5 million investment by Sequoia Capital between November 2005 and April 2006.
- YouTube's early headquarters were situated above a pizzeria and Japanese restaurant in San Mateo, California.
- The domain name www.youtube.com was activated on February 14, 2005.
- The first YouTube video was entitled, “Me at the zoo,” and shows co-founder Jawed Karim at the San Diego Zoo. The video was uploaded on April 23, 2005, and can still be viewed on the site.
- YouTube offered the public a beta test of the site in May 2005, six months before the official launch in November 2005. The site grew rapidly, and in July 2006 the company announced that more than 65,000 new videos were being uploaded every day, and that the site was receiving 100 million video views per day.
- According to data published by market research company ComScore, YouTube is the dominant provider of online video in the United States, with a market share of around 43 percent and more than 14 billion videos viewed in May 2010.
- In October 2006, Google Inc. announced that it had acquired YouTube for \$1.65 billion in Google stock, and the deal was finalized on November 13, 2006.



- In June 2008, a Forbes magazine article projected the 2008 revenue at \$200 million, noting progress in advertising sales.
- YouTube entered into a marketing and advertising partnership with NBC in June 2006.
- In November 2008, YouTube reached an agreement with MGM, Lions Gate Entertainment, and CBS, allowing the companies to post full-length films and television episodes on the site, accompanied by advertisements in a section for US viewers called "Shows."
- In November 2009, YouTube launched a version of "Shows" available to UK viewers, offering around 4,000 full-length shows from more than 60 partners.
- In January 2010, YouTube introduced an online film rental service, which is available only to users in the US, Canada and the UK as of 2010. The service offers over 6,000 films.
- In March 2010, YouTube began free streaming of certain content, including 60 cricket matches of the Indian Premier League. According to YouTube, this was the first worldwide free online broadcast of a major sporting event.
- In May 2010, it was reported that YouTube was serving more than two billion videos a day, which it described as "nearly double the prime-time audience of all three major US television networks combined."
- In May 2011, YouTube reported in its company blog that the site was receiving more than three billion views per day.
- In November 2011, the Google+ social networking site was integrated directly with YouTube and the Chrome web browser, allowing YouTube videos to be viewed from within the Google+ interface.
- In January 2012, YouTube stated that the figure had increased to four billion videos streamed per day.



- In January 2012, it was estimated that visitors to YouTube spent an average of 15 minutes a day on the site.
- In May 2013, YouTube launched a pilot program to begin offering some content providers the ability to charge \$0.99 per month or more for certain channels, but the vast majority of its videos would remain free to view.

Chapter II: Why YouTube?



YouTube simply is the greatest video-sharing website ever.

People love video, that's why videos have become a strong and highly effective marketing weapon in today's Internet.

Unregistered users (people that don't have a YouTube account) have the ability to watch videos, while registered users can upload an unlimited number of videos and share their existence with the world by recording a video.

Most of the content on YouTube has been uploaded by individuals, although media corporations including CBS, the BBC, Vevo, Hulu, and other organizations offer some of their material via the site, as part of the YouTube partnership program.

YouTube, LLC was bought by Google for US\$1.65 billion in November 2006 and now operates as a Google subsidiary. Paying that amount of money plus the money that Google is actively investing in YouTube can easily tell us the



unlimited marketing potential that it may have in behalf of any business that decides to get the most out of its services

The following eye opening YouTube facts will tell you specifically why YouTube is one of the greatest inventions for the online marketing world.

Eye Opening YouTube facts:

YouTube is the 3rd Top Site in the Word after Google and Facebook	
	More than 1 billion unique users visit YouTube each month
Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth and 50% more than last year	
	70% of YouTube traffic comes from outside the US
YouTube is localized in 56 countries and across 61 languages	
	According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
Millions of subscriptions happen each day, and the number of people subscribing has more than doubled since last year	



	Created in 2007 (Partners Program), we now have more than a million creators from over 30 countries around the world earning money from their YouTube videos
Thousands of channels are making six figures a year	
	Thousands of advertisers are using TrueView in-stream and 75% of our in-stream ads are now skippable
YouTube is available on hundreds of millions of devices	
	Mobile makes up more than 25% of YouTube's global watch time, more than one billion views a day
Over 700 YouTube videos are shared on Twitter each minute	
	100 million people take a social action on YouTube (likes, shares, comments, etc.) every week
There are 500 tweets per minute containing a YouTube link	
	More than 50% of videos on YouTube have been rated or include comments from the community
Millions of videos are "favorited" every day	



When you see data like this you really have to believe that there is a lot of money to be made in here. Many people might be talking about it, but very few can really teach how to productively position your business there and make money with it at the same time.

By the end of the 7 steps outlined in our training guide, you will know everything you need to know to scale your business online a lot more with YouTube.

Chapter III: The 7 Steps to YouTube Marketing Success

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